

From: Matt Herman [<mailto:matt@renuelfuel.com>]

Sent: Thursday, September 29, 2011 4:11 PM

To: John Addressi

Subject: KSBDC - Letter of Praise

Dear Congressman Kevin Yoder,

My business partner and I started reNUEL Fuel, LLC in June of 2010. We hired an outside business consultant and paid a significant amount of money for limited benefit. Six months later, after attending one of KSBDC's business planning seminars, we were made aware of the "free" business consulting services that were offered. We were a little skeptical about how beneficial a "free" service could be but we decided to give it a shot.

We've been paired up with John Addressi located in the recently updated Regnier Center of Johnson County Community College in Overland Park, KS. To our amazement and delight, John is skilled in a number of fields that are a paramount to our success as a startup business. The following is a list of what John continues to help us with:

- John has helped us review and understand our P + L statement. He helped us set our future goals financially and work backward to plan for the present day-to-day goals.
- John has a wealth of knowledge regarding Internet sales and the mechanics behind SEO. We've developed a website based on his recommendations with great results!
- John has a large network of individuals that he eagerly digs into to help us if there are questions or challenges outside of his expertise.

We meet with John on a monthly (sometimes more frequently) basis to keep ourselves on track. We're grateful for the resources offered to us through KSBDC. I have recommended John's services to any entrepreneur operating in the State of Kansas.

We whole-heartedly support and believe in the programs offered by the KSBDC. We believe these programs quickly improve the well-being of any Kansas business and we believe they directly impact the job creation our economy so desperately needs.

In short, KSBDC is a fantastic program worthy of the support it receives.

Sincerely,

Matt Herman

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